



VOLUME III

APRIL, 1916

NUMBER 6

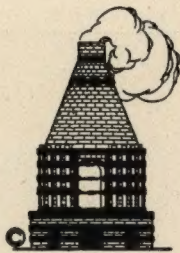
Shall we estimate the cost
of making your own Garden
Pottery designs in Atlantic
Terra Cotta?



New York City's Terra Cotta Line

ATLANTIC TERRA COTTA

PRINTED MONTHLY FOR ARCHITECTS



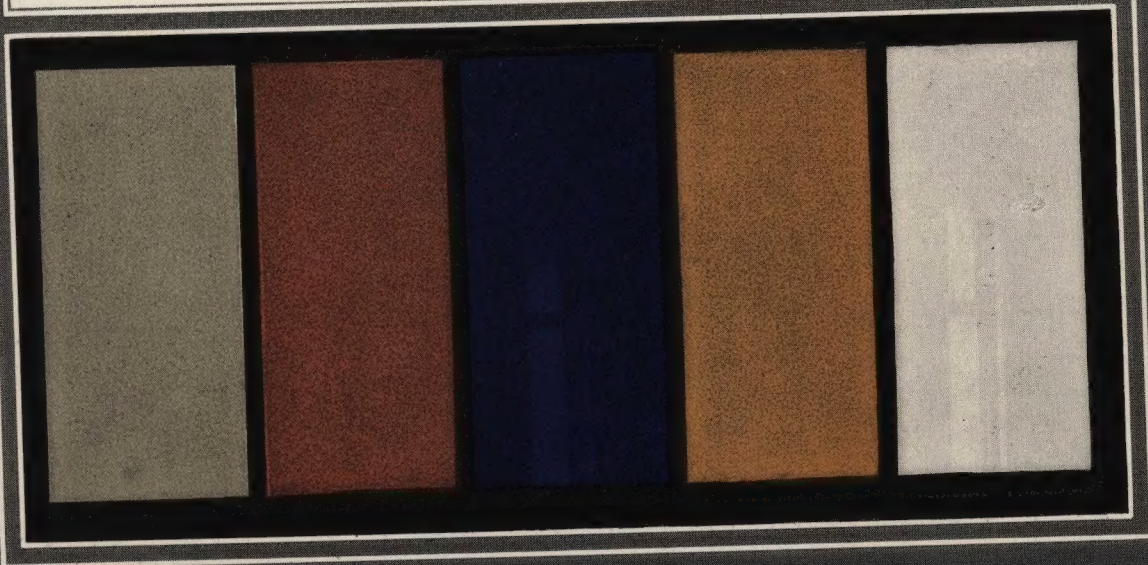
ATLANTIC TERRA COTTA COMPANY

1170 BROADWAY, NEW YORK

ATLANTA TERRA COTTA COMPANY, THIRD NATIONAL BANK BUILDING, ATLANTA, GA.



Vase Z 100 26 inches in height
Atlantic Garden Pottery is made in any one of
the six colors illustrated on this page



Atlantic Terra Cotta Co., 1170 Broadway, New York

ATLANTIC TERRA COTTA

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Atlantic Terra Cotta Garden Pottery



COMPARED with our major product, Architectural Terra Cotta, Atlantic Garden Pottery is a small side line. In fact we should not undertake its manufacture if we could not make a different, and what we are confident is a better quality than the usual garden ware. All Atlantic Garden Pottery is

made by hand, mechanical presses are not used, and the slightly indefinite lines and low relief of the original antique are carefully preserved.

In one of our plants at Perth Amboy, New Jersey, we have several antique Italian oil jars imported from Florence some years ago by the late Stanford White, as well as several garden vases, all of Terra Cotta. These have been reproduced faithfully in line and detail and are unique. Some of our other designs are by modern architects but in feeling they follow the early Italian or Greek. We have thought it better to limit Atlantic Garden Pottery to the ancient type instead of reproducing the frightful near-modern designs, still made in cast iron, or the overdone art nouveau.

When designs are furnished we shall be glad to estimate the cost of making original pieces. On request we shall be glad to design bird baths and side-wall fountains ourselves, if the client will give us an approximate idea of the size and character desired.

We have a few samples of Atlantic Terra Cotta in our New York office, but ordinarily we sell on mail order. It is our experience that the purchaser is invariably more than satisfied with the quality of our material.

We keep a fairly large stock on hand at the factory but on account of the many colors offered it may be necessary to manufacture the particular material wanted. Consequently, it is well to order as far in advance as possible.

The prices are divided into two classes, glazed and unglazed. The glazed colors are

Antique Green, Marble White and Dark Blue; the unglazed are Pompeian Red, Limestone Gray and Colonial Yellow.

Glazed Colors

No. 1383, Antique Green, has a smooth surface and generally varies from green to a deep bronze, a variation that is not shown in the illustration. It is restful in tone and far removed from the bizarre. Ordinarily made in a dull, matt glaze, it can be made with a lustrous finish if desired.

No. 1020, Marble White, is smooth, impervious and very slightly lustrous, similar in texture to smooth but unpolished marble. It is formal in color and appropriate for a formal garden or interior.

No. 15, Dark Blue, is lustrous in finish. Its best use is to emphasize an interior color scheme in dark blue or to supply a needed touch of color in neutral surroundings.

Unglazed Colors

No. 62, Pompeian Red, is a warm, cheerful color that harmonizes with the brick walks and walls of the old-fashioned garden, and the brick hearth and open fireplace in the house. In surface it is similar to smooth sandstone. It is suitable for the formal or informal garden.

No. 101, Limestone Gray, is a light silver gray, and while similar in finish to smooth limestone it is not liable to permanent discoloration. It may be used formally or informally depending upon the design of the vase.

No. 41, Colonial Yellow, is an unusual color for garden furniture, and that is one of its chief attractions. It would be suitable for the formal, old-fashioned garden but hardly for the garden of classic type. In interiors it would be useful to accentuate a color scheme of cheerful yellow.

While Atlantic Garden Pottery is suitable for growing plants and small trees it is chiefly decorative in its own right and may be appropriately used for that purpose alone.

It is made of the same Terra Cotta body used for Atlantic Architectural Terra Cotta but slightly denser in composition. Burned at approximately 2250° Fahrenheit, it is very hard and durable and the colors cannot fade.

In freezing weather care should be taken to see that the jars do not fill with water.

The prices are based on the material carefully packed for shipment, F. O. B. Perth Amboy, N. J. If the crate or box is broken on arrival it shows unusually rough handling and an inspection should be made before the shipment is accepted from the carrier. We shall replace any damaged material, but it may be hard for us to collect damages if the consignee has signed a release.

Headpiece is a Lucca Della Robbia Bambino panel, 1 foot 11 inches in height, and 1 foot 4 inches wide. Figure in light cream against light blue, \$25.00.



Vase Z 110—Height 19 in.



Window Box Z 200—Length 13½ in.



Window Box Z 203—Length 40 in.



Jar Z 108—Height 17½ in.



Vase Z 114—Height 26 in.



Vase Z 111—Height 30 in.



Jar Z 109—Height 30 in.



Window Box Z 201 — Length 24 in.



Jar Z 125 — Height 19 in.
One design, four sizes.

Jar Z 122 — Height 27 in.
Jar Z 123 — Height 22½ in.
Jar Z 124 — Height 20½ in.



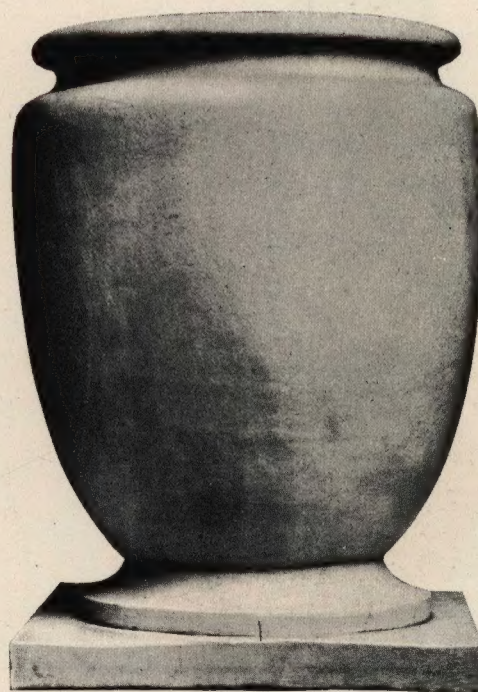
Jar Z 104 — Height 22 in.



Jar Z 107 — Height 13½ in.



Vase Z 101 — Height 33½ in.



Vase Z 103 — Height 32 in.



Sun Dial Pedestal Z 401—
Height 32 in.



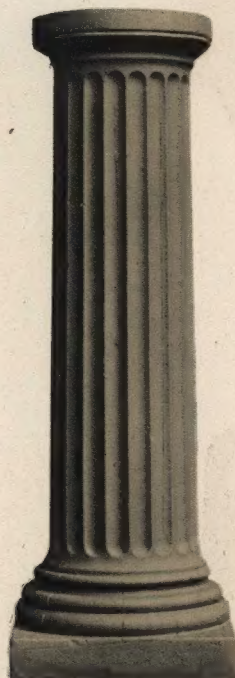
Window Box Z 202—Length 21 in.



Pedestal Z 400—
Height 32 in.



Sun Dial Pedestal Z 403—
Height 38 in.



Sun Dial Pedestal Z 404—Bottom width 12 in.
Top width 10 in. Height 36 in.
Z 405—Bottom width 13 in. Top width 11 in.
Height 36 in.
Z 406—Bottom width 15 in. Top width 13 in.
Height 36 in.



Sun Dial Pedestal Z 402—
Height 44½ in.



Jar Z 105—Height 26 in.



Bench Leg Z 300—Height 17 in.



Tazza Z 102—Height 14 in.



One design, two sizes

Jar Z 120—Height 29 in.
Jar Z 121—Height 27 in.



Table Leg Z 302—Height 30 in. Width 40 in. Table Leg Z 301—33 in. wide

DIMENSIONS AND PRICE LIST

Prices effective April 1, 1916

Article	Height inches	Bottom Diam. inches	Top Diam. inches	Weight lbs.	Glaze Price	Unglazed Price
Vase Z 100	26	13	12½	125	\$30.00	\$25.00
Vase Z 101	33½	13	16	250	60.00	50.00
Tazza Z 102	14	28	37	160	35.00	30.00
Vase Z 103	32	20	20	250	50.00	45.00
Jar Z 104	22	19	37	200	45.00	40.00
Jar Z 105	26	18	35	235	50.00	45.00
Jar Z 107	13½	10	18½	50	15.00	12.50
Jar Z 108	17½	15	30	100	25.00	20.00
Jar Z 109	30	13½	26	220	45.00	40.00
Vase Z 110	19	9	10½	60	15.00	12.00
Vase Z 111	30	11½	16	170	50.00	45.00
Vase Z 113	15	11½	11	60	15.00	12.50
Vase Z 114	25½	11½	14	200	40.00	35.00
Jar Z 120	29	24	36	275	60.00	55.00
Jar Z 121	27	19	34	225	50.00	45.00
Jar Z 122	27	18½	29	200	45.00	40.00
Jar Z 123	22½	14½	26	150	35.00	30.00
Jar Z 124	20½	13	24	110	27.00	22.00
Jar Z 125	19	12	22	90	25.00	20.00
	Length inches	Height inches	Width inches			
Window Box Z 200	13½	11	10	50	12.50	10.00
Window Box Z 201	24	11	10	75	25.00	20.00
Window Box Z 202	21	9½	9½	50	25.00	20.00
Window Box Z 203	40	12½	14	120	40.00	35.00
	Height inches	Bottom Width inches	Top Width inches			
Bench Leg Z 300	17	15	20	90	27.50	22.50
Table Leg Z 301	30	34	33	220	70.00	60.00
Table Leg Z 302	30	46	40	300	85.00	75.00
	Height inches	Bottom Width inches	Top Width inches			
Pedestal Z 400	32	6½	5	100	50.00	45.00
Sundial Pedestal Z 401	32	11½	9	100	35.00	30.00
Sundial Pedestal Z 402	44½	9½	9	120	45.00	40.00
Sundial Pedestal Z 403	38	15½	12	160	45.00	40.00
Sundial Pedestal Z 404	36	12	10	120	37.50	32.50
Sundial Pedestal Z 405	36	13	11	130	40.00	35.00
Sundial Pedestal Z 406	36	15	13	145	42.50	37.50

These Prices are net, for articles carefully packed and ready for shipment, F. O. B., Perth Amboy, N. J.

Atlantic Terra Cotta Co., 1170 Broadway, New York

Cost of Atlantic Terra Cotta

Atlantic Terra Cotta is not a stock material; every piece is made especially for the building in which it is to be used and is intended to occupy a certain place in that building.

To arrive at the cost it is necessary to figure the Architect's plans and specifications, and to obtain a definite estimate the Architect should submit the following drawings: floor plans and elevations drawn to scale, sections showing projections, and sketch details. The elevations should indicate the character and the amount of modeling.

Unless the whole building is to be Terra Cotta the Terra Cotta members should be clearly marked. The color and surface finish should also be noted, and if more than one color is used the polychromatic features should be indicated.

The Architect may either inspect the models at the Atlantic plant or approve them from photographs that the Atlantic Company supplies.

On all contracts complete construction drawings, subject to the Architect's approval, are made for the use of the builder. The construction drawings show the location of every piece and its attachment to the frame of the building. Accompanying the drawings is a complete schedule of the necessary iron rods and anchors for the iron contractor's bid.

The main office of the Atlantic Terra Cotta Company is at 1170 Broadway, New York, and requests for information of any kind or notification of plans to be estimated should be sent to the main office or to the nearest one of the representatives listed below.

ATLANTIC TERRA COTTA COMPANY

1170 Broadway, New York

William H. Powell,
President

S. S. Whitehurst,
Vice-President

DISTRICT MANAGERS

NEW YORK, N. Y.	A. J. Menten	1170 Broadway	DALLAS, TEXAS	Arthur P. Clark	Prætorian Bldg.
ATLANTA, GA.	W. C. Hall	Third Nat. Bank Bldg.	PHILADELPHIA, PA.	I. B. Betts	Commonwealth Bldg.
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Plant 2. Perth Amboy, N. J.	Plant 4. Perth Amboy, N. J.

Southern Branch

ATLANTA TERRA COTTA COMPANY
514 Third National Bank Building, Atlanta, Ga.

Works at East Point, Ga., six miles from Atlanta

Atlantic Terra Cotta Co., 1170 Broadway, New York

Atlantic Garden Pottery
gives a satisfying sense of
"completeness" to a garden.